

### EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Janaki Davda on April 16, 2009 and subsequent interview on April 20, 2009.

The application has been amended as follows:

**a. Cancel claims 26 and 39-41;**

**b. Amend claims 18 and 27.**

**Claim 18:** Add the word "updated" before the word "web site" in lines 18-23 to read:

18. A method of checking integrity of an update to a web site component that defines a portion of a web site, comprising:

associating content approval workflow processes with the web site component;

detecting an update of the web site component;

in response to detecting the update,

choosing a content approval workflow process from the content approval workflow processes based on at least one of an identity of the updated web site component, a particular group of components to which the updated web site component belongs, and a priority level associated with each of the content approval workflow processes; and

executing the chosen content approval workflow process to assess whether the updated web site component is approved; and

deploying the updated web site component while maintaining referential integrity of the web site by:

adding related web site components that have not been selected for deployment to a deployment transaction including the updated web site component to enable the related components that depend on the updated web site component to be properly deployed; and

executing a dependent update workflow process to:

re-render at least some part of the updated web site;

test the updated web site under a load;

recategorize content of the updated web site;

build a new index for the updated web site; and

deploy the updated web site to a production server; and

wherein, in response to determining that at least one updated web site component being deployed fails to properly deploy, rolling back the deployment transaction.

**Claim 27:** Add the word “updated” before the words “web site” in lines 22-27 to read:

27. A web content management system for updating web content, the web content management system comprising:

a web content engine configured to:

access a plurality of components used to define content associated with a web site;

associate content approval workflow processes with a web site component from the plurality of components;

detect an update of the web site component;

in response to detecting the update,

choose a content approval workflow process from the content approval workflow processes based on at least one of an identity of the updated web site component, a particular group of components to which the updated web site component belongs, and a priority level associated with each of the content approval workflow processes; and

execute the chosen content approval workflow process to assess whether the updated web site component is approved; and

deploy the updated web site component while maintaining referential integrity of the web site by:

adding related web site components that have not been selected for deployment to a deployment transaction including the updated web site component to enable the related components that depend on the updated web site component to be properly deployed; and

executing a dependent update workflow process to:

re-render at least some part of the updated web site;

test the updated web site under a load;

recategorize content of the updated web site;

build a new index for the updated web site; and

deploy the updated web site to a production server; and  
wherein, in response to determining that at least one updated web site  
component being deployed fails to properly deploy, rolling back the deployment  
transaction.

***Allowable Subject Matter***

2. Claims 18-25 and 27-38 are allowed.

***Conclusion***

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Van Kim T. Nguyen whose telephone number is 571-272-3073. The examiner can normally be reached on 8:00 AM - 4:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Bunjob Jaroenchonwanit can be reached on 571-272-3913. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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